

## BRAND & NAMING ARCHITECTURE

### THE STRUCTURE

Brand architecture defines the relationship between the master brand, InFocus, and the products as well as the products to each other (the sibling connections). The brand architecture maps out the product philosophy. The way the products are organized and put forward in the market says a lot about how the company thinks and how attuned to the market environment it really is. The benefit of this definition is enhanced clarity for growth platforms and establishment of best practices.

### INFOCUS MASTER BRAND STRATEGY (WITH ONE EXCEPTION)

Our brand strategy is hell bent on making the corporate brand mean more. So, we're stripping away the individual product names and logos that represent diffusion and confusion; instead, we're aggressively investing our dollars in InFocus. If our audience can only remember one thing, let it be the corporate name they can trust to continue bringing the "wow" factor to the shelf set, Web site or any other channel of choice.

The only exception to this approach is the entry of a hot, highly original, new product that breaks the mold. Think iPod or Sony Walkman before it, products that reinvented the category. When we can meet this level of criteria, we'll consider creating a sub-brand. That sub-brand will be created with unique nomenclature and a separate identity (locked up with the InFocus logo) because there is a true competitive need to do so. The marketing budget to support a reasonable level of branding must be available too.

September 21, 2005

Firstname Lastname  
Company Name  
1111 Streetname  
Cityname, ST 12345-6789

Dear Firstname

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Warm Regards,

Firstname Lastname  
Director of Corporate Marketing

cc Firstname Lastname  
enclosure

22700 SW Parkway Ave  
Wilsonville, Oregon  
97070-9215

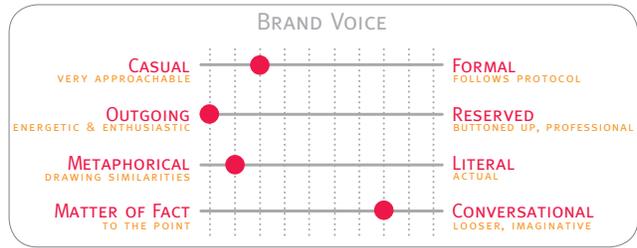
T 503.570.8137  
F 503.482.8915

www.infocus.com

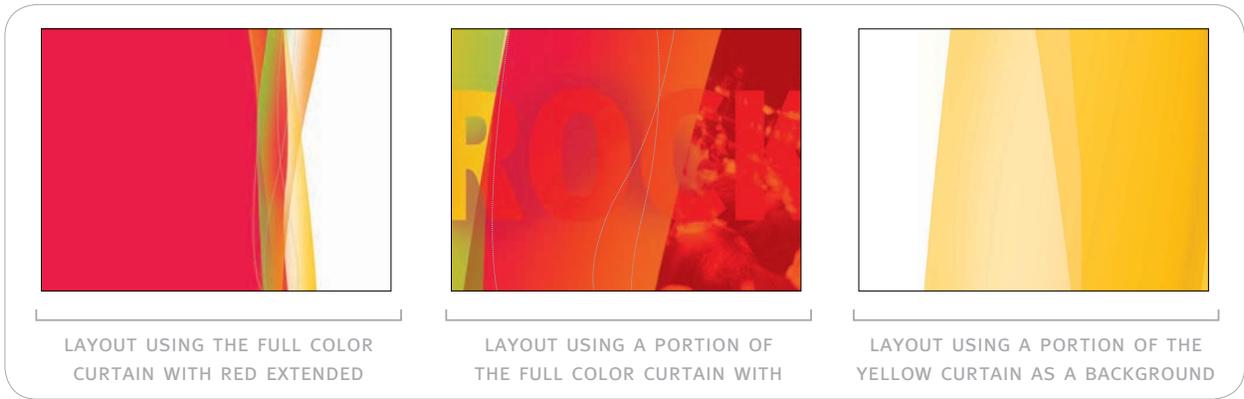
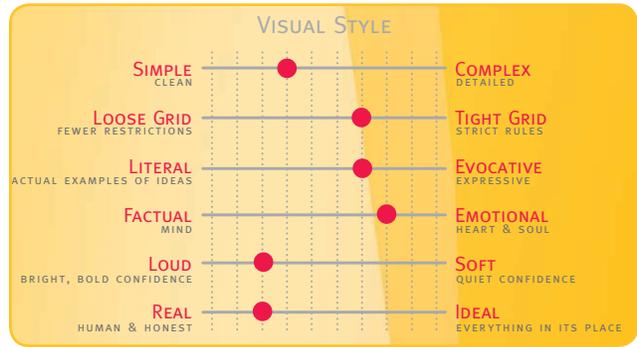
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InFocus is one of the largest producers of projection media equipment in the United States and internationally. The leadership and marketing team came to GIRVIN to explore and redefine their brand strategy and position in terms of marketing messages and hierarchy of textual content for their differing target market sectors.

GIRVIN engaged in a leadership BrandQuest, a collaborative exercise developed to engineer a new personality and expression for the marketing strategy. This ranged from a new writing style and voice, to a new visual language that created a refreshed marketing appeal to connect to target markets. New collateral messaging as well as site applications for the internet was developed during GIRVIN's involvement.



INNOVATIVE  
**EXPRESSIVE**  
 Creative  
**CONFIDENT** Fresh  
*Self-assured with a bit of swagger*  
 ANIMATED AND ARTICULATE  
*Imaginative ideas and execution*



**InFocus Brand Positioning Statement:**

For discerning presenters and entertainment enthusiasts, InFocus is the big picture solution provider that magnifies the emotional energy and impact of immersive audio-visual experiences.

**Corporate Marketing Messages:**

*(Excellence; Amp It Up; Turbo-Charged; Fashionable; Picture Perfect; Latest, Greatest)*

**e.g. Excellence:** Brilliant! That's what we like to hear. With better picture quality and unrivaled image size, InFocus projectors deliver the "wow" factor for professional presentations and at home entertainment.

**Marketing Messages For Pleasure Seekers:** *(Ease Of Use; Why InFocus)*

**e.g. Why InFocus:** If you're thinking about adding to or upgrading your projection system, you'd be crazy not to think about InFocus. After all, we started this revolution and we're the ones best prepared to tell you who, what, why and how much. With almost 20 years of R&D behind us, and endless possibilities out front we've got the technology, service and price points you want for your home theater. No one is easier to work with, no projector is easier to use and no way are you going to see a bigger, brighter more beautiful picture anywhere.